

# THE CANADIAN INDEPENDENT

OFFICIAL  
ORGAN  
OF THE  
INDEPENDENT  
THEATRES  
ASSOCIATION

Vol. 3, No. 6

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## COLONEL COOPER TO MEDIATE CONTRACT



By S. H. Falk  
**DUALS AGAIN AND YET**

The industry seems to have its back up over the move of the Parent-Teacher Associations, in the United States, to ban double bills from theatres on the ground that long programs are bad for the health of children.

In Chicago, where the move originated, an appeal was made to the civic authorities to legally put a stop to this "evil." The Corporation Counsel, Barnet Hodes, expressed the opinion that a Municipality can effect a ban, by ordinance, on health grounds, and a hearing is set before a Committee of the Board of Aldermen on the subject.

Representatives of the film industry have refused to present their views before the Committee, and the Chicago P.T.A., reluctant to take full responsibility in the matter, has made known through its chairman, Mrs. William Ross, that the Association would rather not enter into the controversy, but would prefer that the industry settle the matter itself.

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This makes it a great game of hide and seek, or button, button who's got the button? It's the good old buck that is being passed all along the line.

For a time it seemed as if nobody wanted dual bills. Hollywood was blaming it on exhibitors for supplying the

(Continued on Page 2)

**Held Over In Toronto**  
Baroness and the  
Butler.

### Quebec Censor Board To Be Reorganized

Premiere Maurice Duplessis has given notice to the legislature that a bill will be introduced shortly calling for a reorganization of the Quebec Censorship Board.

The film censor of Saskatchewan will have his authority extended to classifying all films for that province under the headings of "general," or "for adults only." This extension of power will be brought about by an amendment to the Theatres and Cinematograph Act which will be introduced into the Saskatchewan legislature during the Session.

### Warner's Plan New Radio Show

General Motors and Warner Brothers are discussing plans for a weekly hour and a half air show to go over both the NBC and CBC networks.

This will be the biggest broadcast program yet with Warner's entire production facilities and talent made available.

(Continued on Page 6)

### 20th Century Thea- tres Chain Starts Manager Drive

Plans for a 12-week drive to stimulate Lenten and early Spring theatre attendance were made at a luncheon meeting at the King Edward hotel, by executives and managers of the 20th Century Theatre chain of which Mr. Myer Axler is supervising manager.

The drive has been organ-  
(Continued on Page 2)

*Series of articles reviewing The Canadian License Agreement results in move to bring about hearing and modification of certain sections of agreement.*

### Performing Right Society's Rights Curbed By Parliament

A bill was passed by the House of Commons at Ottawa, to prohibit the Canadian Performing Right Society from levying charges, for the use of radio and gramophone recordings, on small restaurants, dance halls, skating rinks, lodges or community halls.

The bill also requires the Society to furnish to each person taking out a license to perform, a list of all titles of musical works "registered in the Copyright Office at Ottawa." The Society now has registered copyrights to nearly 200,000 pieces of music.

(Continued on Page 3)

### Canadian Pictures Barred From Quota

Canada's only feature-length motion picture studio at Victoria, B.C., Central Films Ltd., is in danger of being wiped up, if the British Film Quota Act will be passed with the present amendment, which excludes Dominion films from the Quota market.

The Company has spent, according to Kenneth J. Bishop, producer of Central Films, the sum of \$600,000 on 12 pictures under quota requirements.

Colonel John A. Cooper, acting in his official capacity as president of the Motion Picture Distributors and Exhibitors Association of Canada, has taken the first step in an attempt to bring about mediation on the Canadian License Agreement.

The general dissatisfaction expressed by independents with this contract, over a long period of time, and the more specific criticism contained in a series of articles prepared for this paper by its Press Committee, has resulted in the Colonel's writing the members of the Press Committee, Messrs. Harold Kay, Ben Ulster and Harry Firestone, to discuss with him ways and means of bringing about a meeting of the various interested factions of the industry to consider certain suggested changes in the agreement.

### Exchanges, Chain and Indie Representatives to Meet

The preliminary meeting between Colonel Cooper and the Press Committee resulted in the laying of a plan for a subsequent meeting to be called, inviting representatives of Independent Theatres Association, Associated Theatres Limited and all film exchanges to participate.

(Continued on Page 3)

### Current Hits

**Snow White and the  
Seven Dwarfs.**  
**Bringing Up Baby.**  
**In Old Chicago.**  
**The Hurricane.**  
**The Buccaneer.**

## THE CANADIAN INDEPENDENT

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## EDIT VIEWS

(Continued from Page 1)

demand. Exhibitors were blaming it on chain-theatre competition and the public demand for quantity; and the public was complaining about the poor quality of second features and the tiresome length of programs.

Now that a serious move has been made to abolish this "evil" by an organized effort on the part of parents and educators, comes a voice from Hollywood crying out that to cut out duals would throw thousands of studio employees out of work. Commentators too, by spoken and written word, are pointing fingers of derision at parents who cannot control their own children and expect the motion picture industry and civic authorities to do it for them.

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The whole business is now a great muddle of misunderstanding. No one element, neither producer, exhibitor nor parents, seem willing to take the necessary responsibility. The exhibitor is plainly on the spot. As long as duals bring audiences, he must bill that way. Parents are on the spot, for what parent can hope to get away with it if he or she should tell junior to leave the theatre before the second picture comes on?

Parents cannot turn the wheels of time back and enforce a discipline that belongs to the woodshed era. Both the woodsheds and the shingles are singularly lacking where theatres are

## Do I Hear Any More?

Editor Can. Indep.

Dear Sir:

Kindly send me the following: Robert Taylor, Nelson Eddy and Tyrone Power. Enclosed please find 10c.

thickest. Also the conviction is lacking that stimulation of the fleshy posterior parts actually drove the imp of curiosity out of children. No, the "good old days" of child "rearing" by rear-end paddling are over.

Parents, teachers, and civic authorities must assume the responsibility of adjusting the environment to the child. In other words, it is up to us to surround our children with the right things. If radio programs offer nerve-racking crime programs, featuring sinister characters, our children will listen to them in spite of admonitions or criticism from parents. If theatres offer three to five-hour shows, much of the material being overwhelming to a child, youngsters will attend and sit them through because a child's natural curiosity is keen and he doesn't want to miss a thing even though punishment awaits him when it is all over.

o o o

The evil of duals is upon us. Too much shoddy stuff is being ground out to fill the terrific demand for product and more product.

Much has been said about eliminating this evil from the industry, but no likely approach toward its accomplishment was made until the Parent-Teacher Associations in Chicago and Los Angeles became actively interested.

They should be encouraged in their efforts rather than cried down for not accomplishing the desired results by some outmoded method of discipline. Nor should they be charged with wishing to deprive people of their jobs. That kind of reasoning could as well be used to justify the manufacture of any harmful, dangerous or undesirable material, such

GOLDWYN APPLAUDS  
P.T.A. WAR ON DUALS

A concentrated move on the part of parents and educators to kill the evil of double-billing in motion picture theatres, is rolling up momentum.

Begun in Chicago, the war has spread to several other states. The opinion of the best doctors, educators, teachers and parents are being enlisted against the use of long programs in theatres which are said to have a deleterious effect on the health of children, because of long confinement indoors and overstimulation.

Samuel Goldwyn expressed his whole-hearted sympathy with the move in a telegram sent to the Chicago Chapter on the occasion of an appeal to the City authorities to pass an ordinance banning duals. Mr. Goldwyn's telegram reads in part, "If the Parent-Teachers Association of America will raise their mighty voice in protest, I

as burglars' tools, marajuana cigarettes or implements of war. It is not enough that industry furnish work to people, the work should be also individually or socially constructive. Let us hope that the parents and teachers will stick to their guns and not be laughed or bluffed out of the entirely logical position they have taken in the matter of regulating children's screen diet.

firmly believe that the double bills will be destroyed. Double bill programs are harmful to our children and when a child sits for from four to five hours in a theatre, it is an unhealthy situation."

It is thought that the impasse of double billing so difficult for the exhibitor to break under stress of competition, may be broken by means of public protest in the U.S.

In this country, Ray Lewis, publisher of the Motion Picture Digest, is conducting a poll over CKCL to determine the public reaction to duals. She is offering three prizes of \$25, \$15 and \$10, for the three best letters on "why do you go to the movies?" and "do you like single or double-feature bills?"

## 20th CENTURY DRIVE

(Continued from Page 1)

ized on a competitive basis with two cash awards to managers whose theatres show the biggest percentage of increase in theatre attendance, and three prizes to theatre staff members offering the best concrete suggestions for increasing patronage.

The 20th Century chain consists of the following theatres in Toronto: Brock, Broadway, Community, Crown, Kenwood, Oriole and Strand.



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**Italy Bans Panay Reel**

The newsreel showing the bombing of the U.S. gunboat, Panay, by Japanese in the Yangtze, Dec. 12 last, has been banned in Italy. "Political considerations" was cited as the reason for the suppression.

**COL. COOPER TO MEDIATE**

(Continued from Page 1)

pate in a reconsideration of parts of the License Agreement.

**Indies Hail Opportunity**

Independents will be pleased at the opportunity of discussing the long-felt need of changes in the Standard contract, and are ready to debate and mediate on such clauses in which protection and rights should be modified or extended. Many of the specific changes required have already been outlined, and the last issue of this paper carried an article setting forth some of the most-needed reforms.

**Will Exchanges Co-operate?**

The question remains, will the various exchanges join in this attempt, on the part of Colonel Cooper and the independents, to iron out some of the wrinkles that have become ingrained hazzards in the industry?

The Press Committee of the Canadian Independent hopes to have some important news on the development of this situation for the next issue of this paper.

**Spencer Tracy Ill**

Spencer Tracy refused to be further cajoled into continuing work in his impaired physical condition, and has arranged to undergo the necessary operation, formerly postponed, so he could complete work in "TEST PILOT."

Franchot Tone will replace him as the lead in MGM's "Three Comrades" with Robert Taylor, Robert Young and Margaret Sullivan.

**Four-Power Film Pact To Capture European Market**

England, France, Italy and Germany are developing a plan to wrest the continental film market from the grip of Hollywood. The plan originated in Italy, was proposed and quickly accepted by the German Reich Film Chamber, and then proposed to France and England who have joined to further the plan. This plan seems to have hinged onto it a "political" approachment of these powers, as well as a working agreement for capturing control of the film market for Europe through reciprocal trade protection agreements.

Production, it is said, will be planned by the pacting powers, in four versions, one for home consumption, and the other three for use in the three other pacting countries. This arrangement will immediately broaden the market for product. Schedules will be arranged so that studios of each of the member countries will be available for shooting portions of pictures or whole versions in rotation; each country doing its own distributing in its own territory.

The same set of actors would be used in all four versions of a feature, the voices being dubbed in, in the other versions.

It is expected that this plan will not only give the pacting countries an edge in the European market, but put them in position to compete for the South American market as well.

**M.P. Bureau Ups Budget**

The Dominion Motion Picture Bureau at Ottawa has increased its budget for Canadian travelogue and scenic films for the express purpose of stimulating tourist interest.

Parliament has been asked to approve a budget of \$88,059 for the year as compared with \$82,140 of last year.

**Associated Makes Charming Musical Short**

At the Imperial theatre, Toronto, during the first week of March, was shown a most charming and effective musical short called "Music Of The Stars," starring a Canadian orchestra with its able conductor, Horace Lapp.

This short was made in the Montreal studio of Associated Screen News under the direction of Gordon Sparling, and marks a distinct departure and advance in the work of that studio. It is one of the most entertaining and artistically satisfying musicals we have ever seen, the settings, selection of musical material, the renditions and the photography being all of a superior nature and blend. We are happy to see this competent piece of work coming out of a Canadian studio, and pleased to see a Toronto orchestra featured in a piece of entertainment that can stand up to and surpass the work of many of the popular American orchestras.

**SMARTEST EXPLOITATION STUNT**

The Academy Award for the town's smartest exhibitor should go to the manager whose theatre was being picketed. Instead of having the pickets arrested, he rented space on their signs to advertise his picture.

Add Goldwynisms: "When you talk to me, shut up!"

**Toscanini Gets Hebrew Medal**

Arturo Toscanini has been awarded the 1937 American Hebrew Medal for promotion of better understanding between Christian and Jew.

**PERFORMING RIGHT BILL**

(Continued from Page 1)

Fees levied against small public and amusement places, was described as a duplicate charge by Mr. Wm. K. Esling, member from Kootenay, who sponsored the bill for curbing the Society's rights, as recording and broadcasting companies pay for the use of the copyrighted music. This bill will soon be presented for the Senate's approval. Motion Picture theatres are still constrained to pay the fees set by the Performing Right Society with the approval of the Copyright Appeal Board, but will be furnished with a list of copyrighted subjects should the bill pass the Senate.

Many theatre people feel that the same situation applies to them, in their use of recordings on film, as applies to the users of gramophone records or radios. Where film is leased by a theatre for exhibition purposes, the film rental should cover the full use of everything contained on the film. Fees for the use of copyrighted music could and should be paid for by the production studios.

Perhaps an amendment to the bill is now in order.

**TORONTO THEATRES FIRST RUN**

IMPERIAL THEATRE—"ROMANCE IN THE DARK"—PARAMOUNT.

LOEW'S—"EVERYBODY SING" & "ARSENE LUPIN RETURNS"—METRO.

SHEAS—"RADIO CITY REVELS"—WARNERS.  
 "JURY'S SECRET"—UNIVERSAL.

UPTOWN—"SNOW WHITE & SEVEN DWARFS"—R K O.



## Personalities



An ill wind seems to be blowing the way of Hollywood Stars. At the present writing, Spencer Tracy and William Powell are both undergoing major surgical operations, Barbara Stanwyck is in the hospital with a nervous breakdown as a result of the court decision giving her ex-husband the right of visiting their adopted daughter three times a week, and Martha Ray is said by her father to have retreated to a hospital to avoid being called as a witness in his action for support brought against her for his investment in her preparation for stage work. On top of that came the flood.

o o o

Kay Francis is soon to marry the count Raven Erik Barnekow, whom she met at the Beverley Hills home of the Countess Di Frasso. Well, what did Francis expect, running with such a crowd? We only hope she doesn't take the count when her oriental type of beauty is scrutinized by the goose-stepping heel-klickers of Hitler-land.

o o o

And now the regal Garbo and Maestro Stokowski are reported as celebrating their romance in a Roman villa. When genius meets genius, and they do not wither each other with the fires of their mutual scorn, it certainly calls for a Roman holiday.

o o o

Anna May Wong, Chinese actress, has a system of weather prognostication and is making bets that swell her fund for relief for her war-torn native land. She won \$30 from Robert Florey on a series of correct predictions and refuses to disclose her secret. It is just an old Oriental custom.

o o o

Anna detests anything Japanese since the invasion of her country and lately moved out of her house because certain windows overlooked a Japanese garden.

o o o

Feeling against the Japanese is said to be running so high in Hollywood that the quaint little ladies of light love have had to change their names to Chinese-sounding ones to stem the tide of a vanishing trade.

o o o

Dorothy Lamour is saving pennies ever since her marriage to Herbie Kay, orchestra leader. She is gathering a nest-egg for the baby she hopes to have in time. The little minx certainly is penny-wise. She has probably calculated just how far away such an event is apt to be if the road must be bridged by pennies.

o o o

John Barrymore describes his most embarrassing moment as the occasion when he was dancing with a girl in New York and she asked him if he danced. We wonder was his mind wandering or were his feet.

o o o

Bob Burns played the role of an Oklahoma politician so convincingly in "Tropic Holiday" that governor, E. W. Marland of Oklahoma, appointed him a Colonel on his staff. So from now on its Colonel Burns, if you please, and let the quips fall where they will.

o o o

Sylvia Sidney spends most of her time on her New Jersey chicken farm as she prefers it to the Hollywood scene. Come to think of it, there's not so much difference. When eggs are laid in either place they are graded and marketed to a gullible public that swallows the one at breakfast and the other usually after dinner.

## Quota Bill Goes To House Of Lords

## Warner Extends Network Time

The present Film Quota Act expires on March 31, and production of British films has almost come to a halt pending the enactment of the new "White Paper" with its various ramifications and amendments that seems to have put the whole English industry in a dither and has caused so much criticism and dissatisfaction on the part of Americans.

The British industry blames most of its troubles on Hollywood, charging that the Americans deliberately discredit English films by producing "quota quickies" to comply with the Quota Act; for bringing over complete sets of actors and technicians where they do intend to make a serious film in England, like "A Yank at Oxford," and above all, for deliberately blocking the distribution of British pictures in the United States.

Impartial observers are of the opinion that the poor quality of English product has done the British film industry more harm than any of its alleged enemies.

The new film quota bill was designed principally to stem the flow of royalties to the U.S. from England, estimated to be in the neighborhood of \$30,000,000 per year.

The percentage of British films under the new quota has been reduced from 20 to 12½ percent, but a rising scale has been arranged so that within ten years the wholesalers' quota will rise from 15 to 30 percent, and the exhibitors' quota will reach 25 percent.

Also the quality of American British-made quota pictures will be quality-controlled by a required cost per feature of about \$75,000.

A further provision, that has aroused the resentment of American producers, is the loophole left in the Act that fails to guarantee the acceptance under the quota of a picture made in England even if the required budget is compiled with. The Board of Trade has the

Warner Brothers, and the American Tobacco Co. have arranged to extend its time on the Red Network of the National Broadcasting Company by fifteen weeks. The previous broadcasting contract for the Warner-Lucky Strike program was nearing its close when the extension was negotiated.

The "Your Hollywood Parade," is one of the programs that exhibitors are protesting against as offering the kind of free entertainment competition that independents find so devastating to theatre receipts.

power to reject any picture for the quota market on advice of the film council.

This provision subjects both American and British producers to the uncertainty of having pictures rejected even though the money is spent and the picture made as a quota picture.

Films costing an extra amount of money over the minimum requirement, may count for two pictures under the quota.

It is hoped that the Films Council of twenty-one will be the British version of the Hays organization, and will find ways of regulating the film industry in the exhibition field as well as the production field. It will also attempt to raise the standard of quality of British product and regulate the financing of the various British film enterprises.

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# DIGEST of REVIEWS

## UNITED ARTISTS

### GOLDWYN FOLLIES—

This one is what box offices have been waiting for. Menjou creates a full-blooded, three-dimensional character as a Hollywood producer, Andrea Leeds is charming as the un-sophisticated Miss Humanity and Zorina tops the whole as a dancer and actress of parts—and what parts! Kenny Baker and the American Ballet add to the general merriment. This Goldwyn will win the gold.

### THE ADVENTURES OF TOM SAWYER—

Mark Twain's classic is again brought to the screen, this time in beautiful technicolor, with almost perfect acting and direction. We hope this makes the money it merits. Cast includes May Robson, and Tom Kelly, the new child actor, does excellent work in the title role. Build it up for juvenile trade.

## COLUMBIA

### WHEN G-MEN STEP IN—

A fair little grade B action picture. Satisfactory filler with strong support.

## UNIVERSAL

### MIDNIGHT INTRUDER—

A fair programmer that needs to be billed with a strong feature.

## PARAMOUNT

### SCANDAL STREET—

Here is a very satisfying program picture with Virginia Wiedler stealing top honors. Story deals with small town gossip. Bill as second picture.

## 20TH CENTURY FOX

### IN OLD CHICAGO—

An excellent grade A picture with an excellent cast. The fire sequence spectacle terrific. Picture is headed for big business.

### THE BARONESS AND THE BUTLER—

Here is a light sophisticated comedy with William Powell and the charming Annabella whose love breaks down class lines. He rises through a political career and she condescends from the pinnacle of old family aristocracy. Picture should do its best business in first-run houses and large cities.

## FIVE CANADIAN THEATRES INSTALLED C.T.R. SOUND EQUIPMENT DURING FEBRUARY

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## REGAL FILMS

### ROSALIE—

This one will do well, due to the title and cast, but rates only as poor film fare. It runs two hours and drags, redeems itself in a degree with sets reminiscent of Zeigfeld.

### MAN PROOF—

Picture will appeal to women. Despite the fact that it contains plenty of witty dialogue, it is slow-moving. Rosalind Russel and Myrna Loy will help to draw them, but good support is indicated.

### PARADISE FOR THREE—

A swell piece of entertainment for any theatre. Will keep them chuckling and send them out satisfied. Featured stars: Robert Young, Frank Morgan, Edna May Oliver and Florence Rice.

### EVERYBODY SING—

Without a doubt one of the best musicals Metro has put out in some time. Fannie Brice is still tops in any language and Judy Garland rings the tonal register. It is our guess that this picture will outgross Broadway Melody.

Allan Jones, Billie Burke and Reginald Owen make up a swell cast.

### ACTION FOR SLANDER—

Here is a nice bit of entertainment which closes with an excellent English courtroom scene that is worth the price of admission. Picture is highly satisfactory entertainment and stars Clive Brook.

### YANK AT OXFORD—

This picture, made in Metro's London Studio, reveals a new Robert Taylor who hits top spot for a definite stay. It should pull plenty at the box office.

### OF HUMAN HEARTS—

Here is genuine entertainment for everyone. Story, acting and direction are all superb. A melodrama based on the ingratitude and thoughtlessness of children towards parents, with Walter Huston, James Stewart and Beulah Bondi. Put a good selling campaign behind it for best results.

### ARSENE LUPIN RETURNS—

Melvyn Douglas, Warren Williams and Virginia Bruce in a highly satisfactory detective yarn with plenty of love interest. One of the best of its kind.

## RKO RADIO

### SNOW WHITE AND THE SEVEN DWARFS—

This first feature-length fantasy in the art of animated drawings is making motion picture history. It marks a new era in this field of production, and is smashing box office records everywhere. We believe that this thoroughly delightful picture will outgross everything so far and that its chances of repeat business are unlimited.

### WARNER BROS.

### GOLD IS WHERE YOU FIND IT—

An excellent picture dealing with the California gold rush. Acting and story are first rate. Color is the finest we have seen yet. Our guess is Big Biz. Cast is headed by Geo. Brent, Olivia de Haviland, Claude Rains and Margaret Lindsay.

### DAREDEVIL DRIVERS—

Here is a good action-filled program picture of automobile racers with thrills galore, plenty of good comedy and introduces Joan Blondell's sister who can be taken for her twin.

### WOMEN ARE LIKE THAT—

This Kay Francis - Pat O'Brien picture misses the A rung of the ladder and falls into a lower category. The story is slight, Kay deserves better.

## If A Great Emergency Comes Will You Be Prepared For It?

FIRE, EXPLOSION, BURST WATER PIPE, SHORT CIRCUIT OR OTHER ACCIDENT MAY CAUSE A PANIC; BE READY TO GET AN AUDIENCE OUT QUICKLY

(Reprinted from the Showmen's Trade Review).

When the emergency comes, will you be prepared? Whether it be a fire, or an explosion, or a burst water pipe or a short circuit, will you be ready to get your patrons out of the theatre without panic and with no loss of life or injury to any of them? Your answer to these questions must be: YES!

Even if there isn't the slightest doubt in your mind about this answer, just to ease your conscience, make a periodic check-up. Then, should the unexpected happen, you will know that you have at least done your share. Here are some items to think about:

Is your entire staff (even the clean-up boy who joined your staff last week) ac-

quainted with the nature of lighting system, have you tried it out recently, to see that it works (batteries okay, no shorts or broken wires)?

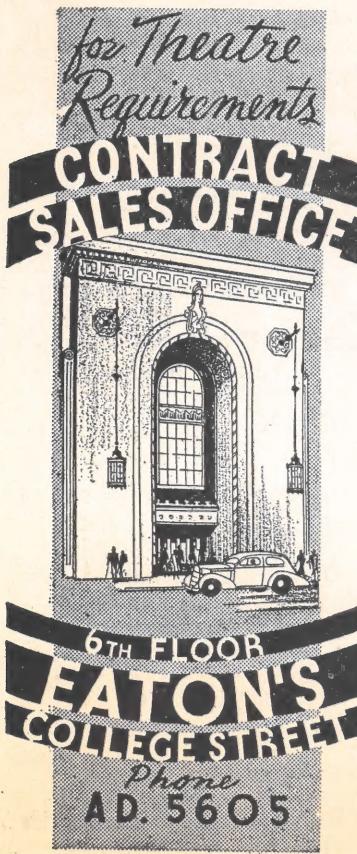
Are you, the manager, or to whomever the duty will fall, fully prepared to get up on the stage, quickly and quietly, and reassure your patrons that although nothing serious has happened, you desire them to leave the theatre for safety's sake?

Would you know off-hand how to direct your patrons to the nearest exits? And are these exits so lighted that your patrons can get to them? And will these exit doors open when they have to? Does each of your ushers know his station and his work in this respect? (Don't forget the extra usher who is just on for one or two nights of the week).

How does your asbestos curtain work (or does it?) Have you tried your fire hose out lately (with real water under pressure)? When was the last time you refilled your fire extinguishers? Where is the nearest fire alarm box? Who, in your staff, has the duty of attending to the alarm?

What, if anything, would some of your staff do if a fire extinguisher were shoved into his hands? Not everybody knows how to use these things, you know, and it's quite a job to really get the hang of the thing at a moment's notice.

All these questions should be answered, right now being as good a time as any. We seriously suggest that a special meeting of the staff be called for the purpose of a discussion on these matters at least once every other week. Conduct an emergency drill every so often, and if you notice any one or



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### WARNER'S NEW RADIO SHOW

(Continued from Page 1)

The plan, having Dick Powell for Master of Ceremonies, is being arranged so that all Warner theatres and theatres playing Warner pictures can hook into the show and make it part of their program. This is a new wrinkle in the contract that Warner Bros. are insisting on, but to what extent it will prove desirable for the theatres remains a question.

Warner executives have so far not confirmed the report, but admit considering several radio contracts.

### H'ywood Dilemma

All ends of the industry are wrinkling their brows over the knotty problem of putting a floor under falling theatre grosses. The answer seems to be hit pictures, if enough of them can be had. Hollywood is caught on the horns of the dilemma of having to reduce costs on the one hand because of reduced receipts, and of turning out bigger and better pictures in an effort to create boxoffice strength.

more of your staff just going through the motions as though it were all so silly, take our advice, have a good talk with that fellow. He might prove to be the cause of a horrible panic and city-wide condemnation of your theatre.

### "Snow White" To Show As Is

The so-called "horror" scenes in "Snow White and the Seven Dwarfs" will not be cut by Walt Disney, as careful checks after preliminary showings revealed no audience reactions indicating such deletions.

Some of the shots of the witch's face were first thought to be frightening to children, and English censors were planning to ban children from these showings except where accompanied by an adult. On further thought, the ban was revoked, and Walt Disney gave up the idea of snipping out some of the "horror" sequences after the film's premiere proved entirely satisfactory as is.

### Protest Ban on 'China Strikes Back'

Three thousand people gathered in the Orpheum theatre, Vancouver, B.C., to register a protest against the Censorship ban on "China Strikes Back," which was scheduled for showing at that theatre.

Mr. A. M. Stephen, president of the Vancouver branch of Canadian League for Peace and Democracy, under whose auspices the film was to be shown, called on the crowd to pass a resolution asking for an investigation into the amount of pressure exerted by foreign consultates on Canadian censors.

## Germany and Italy Sever Film Pact

Severing of the film pact between Germany and Italy seems imminent as the result of failure of Italian grosses for German product to reach expectations. Also the action of the Italian censor in failing to pass several German features has given rise to friction between the two Fascist countries.

The Reich Film Chamber feels that Italy's failure to promote German exhibition to a place above the present popularity of American product, which is the biggest grosses, spells a breach of the film accord.

Italy has not exported extensively to Germany due to the failure of Italian studios to produce a sufficient number of features satisfactory for foreign trade.

Germany finds its foreign market practically closed except for a few pictures. At home the industry is not receiving the support of the masses because of the definite note of propaganda injected by the Nazi government.

## Students Desert Profs for Comics

Movie stars on the campus today played havoc with academic life at the University of California at Los Angeles by causing hundreds of students to stay away from their classes.

It was George Burns, Gracie Allen and Edward Everett Horton who offered a powerful counter attraction to the lectures of the professors. The comedians were filming a location sequence of Paramount's "College Swing."

So interested were the students and co-eds in the comic's representation of college life that their numbers constituted a problem for Director Raoul Walsh and Producer E. Gensler.

Campus police were finally called to help handle the crowd of collegians.

## Canadian Schools Poorly Equipped for Visual Education

According to a report by R. H. Coats, Dominion Statistician, Canadian schools are only one fourth as well equipped as United States schools for visual education. France has seven or eight times as many film projectors in its schools as Canada, allowing for differences in population, and Italy, Russia and Germany are well up in the race.

Canadian schools own about 260 motion picture projectors, and another 100 are owned by teachers and used for classroom work. About 1,000 reels of film are now in use in Canada for teaching, these being owned by teachers, schools and Department of Education.

Lack of money to spend, lack of information as to where desirable films can be obtained, and lack of training in the use of films by teachers are cited as the principal causes for not using more films in Canadian schools.

## Anti-Propaganda Films

A patriotic American organization, The National Defenders, has undertaken a program of film production to offset what it claims is the "foreign propaganda" contained in certain foreign films shown in the American Market.

"We The People" was the first in a series to be made by this group which claims 60,000 members. The second film to be released, "The American Way," is now being distributed in both 35 and 16 mm.

On exiting from a local theatre after viewing "Victoria the Great," we overheard someone comment that he didn't know the March of Time went back that far.

## Rockefellers In RKO

The Rockefeller interests, it is rumored, will become a dominant factor in RKO by increasing their present investment sufficiently to assume control. A representative of the new interest, it is said, will replace Leo Spitz, who has resigned.

This move is said to be part of a larger plan of the Rockefellers to go into the theatre business in a big way.

Their next move is said to be toward establishing other big theatre centres like Radio City. The next likeliest spot being Chicago.

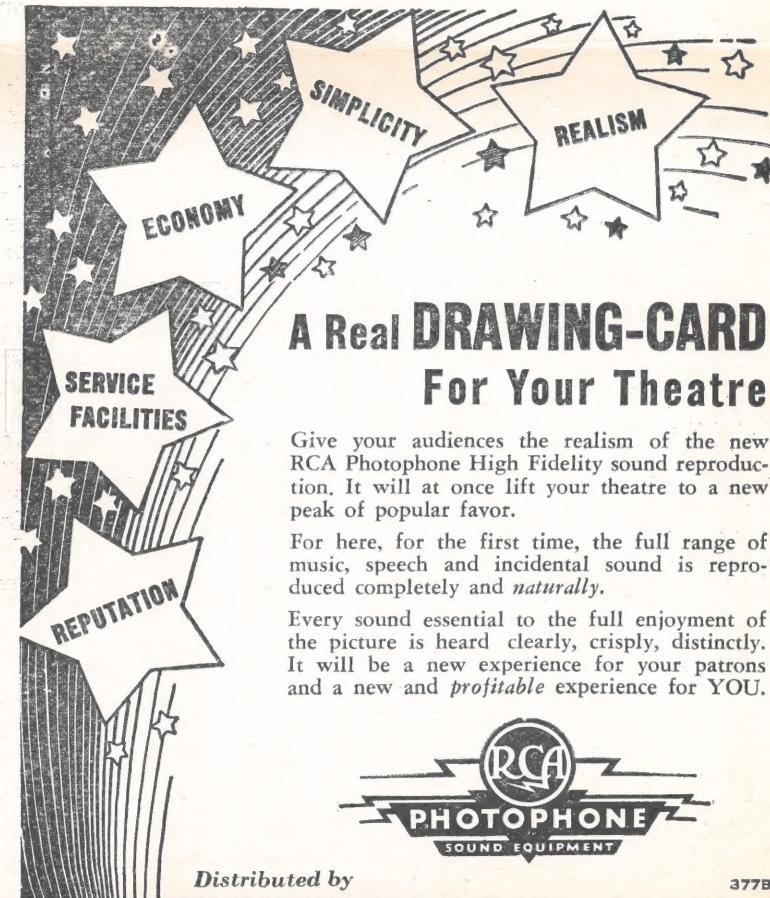
The Rockefeller money came in at an opportune moment in the RKO situation in which conflicting creditor interests had put the Company in a precarious state.

## Film Art Displayed at Toronto Art Gallery

Curator Martin Baldwin of the Toronto art gallery has arranged a most interesting display of drawings and photographs of "stills" prepared by art directors for outstanding films such as "Rembrandt" and "Romeo and Juliet."

This display of the basic art work necessary before a picture goes into production is "an important contribution in creative art as related to one of the biggest modern industry," said Mr. Baldwin. "Film art is real art, and as such has a place in the Art Galleries of the World."

About a year ago the Gallery exhibited a series of drawings from the Walt Disney studios showing how Mickey Mouse cartoons are made.



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# UP-TO-THE-MINUTE MOVIE NEWS

Joris Ivens, Dutch producer, has secured the backing of a group of important screen and stage people in the United States for the making of a Chinese picture depicting her fight for freedom. Mr. Ivens is now in Hankow.

"Happy Landing" with Sonja Henie made record grosses at the Roxy theatre and is being held over in all houses of the RKO Metropolitan circuit.

A group of U.S. Indies are proceeding with plans for an independent production and distribution unit to service independents. Bertram Mayers, member of a large New York law firm is in Hollywood to make the proper production tie-in.

James Dunn is in Winnipeg, to begin a personal appearance tour.

Ferdinand Schumann-Heink, son of the late Madame Schuman-Heink, concert singer, has been hired to play a part in Paramount's "Stolen Heaven."

Simone Simon has recovered from a serious attack of pneumonia and has left the cedar of Lebanon hospital. She will spend two weeks recuperating before returning to the 20th Century lot to continue work on the suspended picture, "Josette."

Dorothy Lamour and Bob Hope, who scored heavily as the romantic team in Paramount's "Big Broadcast of 1938" are again to appear as screen lovers in the forthcoming "Rainbows In the Night."

Popeye, the famous comic strip and motion picture character, is going to make a personal appearance tour around the world. This became known as Paramount artisans began "bringing him to life" in a form which

will permit him to do everything but talk. Popeye, when completed, will act as an ambassador of good will, visiting every civilized country in connection with the "Paramount On Parade Around the World" campaign.

Edward G. Robinson tackled the produce racket on a recent broadcast and was startled when somebody tossed a cabbage into his car as he was leaving the radio station. He thinks it was a gag now, but at the moment he was sure it was a bomb.

One of Hollywood's most famous floor pacers is Director Ernst Lubitsch. A statistically-minded member of Paramount's "Bluebeard's Eighth Wife" company estimated that the director walked a total of 1220 miles during filming of the picture.

Isa Miranda, first lady of Italian films, soon to make her American debut in Paramount's "Lady of the Tropics," was first "discovered" by a group of painters and sculptors in Milan.

Agostino Borgato, once a leading man for Eleanor Duse, is portraying a speechless role in Paramount's "Daughter of Shanghai," which features Anna May Wong in the leading roles.

A drama of Arctic heroism, "Angel in Furs," has been purchased by Paramount for Gail Patrick and Randolph Scott.

The story by W. B. Courtney concerns a missionary nurse stationed among the Eskimos in a far-northern outpost. Scott's character will be that of a trapper-aviator famed for his exploits in emergency relief.

Paramount's often-delayed arctic sea epic, "Spawn of the North," moved one more

## "COLOR POEM" ODDITY PARAPHRASES MUSIC

Metro - Goldwyn - Mayer has just completed a motion picture without a living object—man, beast nor growing plant. It is called "Color Poem" and is an animated picture of moving objects in color, paraphrasing Franz Liszt's famous "Hungarian Rhapsody." The picture required six months to make and was done by Oscar Frischinger, a Continental artist. David Snell conducted a fifty-piece symphony orchestra to synchronize Liszt's masterpiece.

step nearer production recently when Georges Rigaud, new Argentine importation, was cast for a major featured role in the George Raft starring picture under the direction of Henry Hathaway. Albert Lewin is producing.

Use of Batavia, N.Y., in the 1840's, as the locale of the opening sequence of "Wells Fargo" brought telegraphed congratulations to Paramount producer-director Frank Lloyd, from the present mayor of Batavia, James J. Mahaney.

According to the mayor's wire the Batavia theatre, opening one hour earlier and closing one hour later than usual still could not accommodate the crowds anxious to see the picture, which features Joel McCrea, Bob Burns and Frances Dee.

## More Comedies Forecast From Cast Studios

Movie audiences of the world have just begun to laugh, according to Barney Balaban, president of Paramount Pictures, who broke his rule against interviews to forecast more and funnier comedies on Hollywood's production schedule for 1938.

The coming year, as Balaban sees it, will be featured by a speeding up of the current trend toward the dizzy, slap-stick type of screenplay, exemplified by such pictures as "True Confession" and "The Awful Truth."

The end of this cycle was predicted more than a year ago, the film executive pointed out, yet each new picture of the "screwy" type seems to draw bigger and more enthusiastic crowds than the last.

All other types of comedies, many of them musicals, also will continue strong through 1938, according to Balaban, who, in addition to holding a big producing company also is the proprietor of a big mid-western theatre chain and is therefore in a position to maintain a close check on public taste in movies.

Also of prime importance on Hollywood's 1938 program, according to the film executive, will be stories of early American history of the outdoor spectacle sort typified by "Wells Fargo," Paramount's epic of American frontiers.

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